

**MINUTES  
WEST ALLIS PLAN COMMISSION  
WEDNESDAY, MAY 27, 2015  
6:00 PM  
ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.**

**PRESENT:** Mayor Dan Devine, Jim Hoerig, Vice-Chair; Wayne Clark; Ron Rieboldt; Jean Wolfgang; Eric Torkelson; Jim Lisinski

**EXCUSED:** Jon Keckeisen

**STAFF:** Steve Schaer, AICP, Manager of Planning and Zoning  
Shaun Mueller, Senior Planner  
Bart Griepentrog, AICP, Planner II  
Andrew Haug, Planning Intern

**OTHERS:** Nic Maciejewski, Diane Brandt, Mike Moenning, Neal Steffek, Paul Sherer, Richard Kos, Deborah Tomczyk

The meeting was called to order at 6:04 p.m. in Room 128.

**1. Approval of the April 22, 2015 minutes.**

A motion was made by Eric Torkelson and seconded by Jim Lisinski to approve the minutes of the April 22, 2015 meeting.

The motion carried unanimously.

**2. Request submitted by David Murray of Allied Pools for an Ordinance to amend the official West Allis Zoning Map by rezoning property located at 1800 S. 108 St. from M-1 Manufacturing District to C-4 Regional Commercial District.**

Discussion ensued with questions being answered by staff.

Allied Pool is located along Highway 100 and is requesting a zoning change from Manufacturing to Commercial. Allied would like to rezone its property to C-4/Regional Commercial (similar zoning to areas further south on Hwy 100 between W. Grant St. and south City limits).

Staff indicated that the problem with rezoning Allied to the requested C-4 is that there isn't any other C-4 zoning established nearby to extend from. Therefore, rezoning to "C-4" would be considered a spot zone. Spot zoning the property to a C-4 Regional Commercial zoning district would not be a good policy decision, unless there was a larger discussion about rezoning more of the Hwy 100 corridor to C-4 as well.

- There is an existing C-3/Community Commercial District zoning next door at Crestwood Commons. That is why Staff recommended a "C-3" zoning district instead.
- Commercial land use is recommended, as based upon our City's 2030 Future Land Use Plan.

- Staff indicated that it was in favor of a commercial rezoning both at Allied and other locations within this same Hwy 100 corridor, but at the present time recommend a compatible zoning district (in this case C-3 fits the context since it's currently present at Crestwood Commons).

A motion was made by Jean Wolfgang and seconded by Wayne Clark to deny the request by David Murray of Allied Pools for an Ordinance to amend the official West Allis Zoning Map by rezoning property located at 1800 S. 108 St. from M-1 Manufacturing District to **C-4 Regional Commercial District** on the basis that the rezoning to C-4 would be an illegal spot zone and accept the staff recommendation to rezone the property to **C-3/Community Commercial District**.

**Recommendations:**

- a. Recommend Common Council denial of the submitted application/request by David Murray of Allied Pools for an Ordinance to amend the official West Allis Zoning Map by rezoning property located at 1800 S. 108 St. from M-1 Manufacturing District to **C-4 Regional Commercial District** on the basis that the rezoning to C-4 would be an illegal spot zone.

*Since, rezoning to Commercial is consistent with the City 2030 Land Use Plan staff is recommending as amended below:*

- b. Recommend Common Council approval of a commercial rezoning to **C-3/Community Commercial District**.
  - Rezoning to Commercial is consistent with the City 2030 Land Use Plan.
  - A non-spot zone and extension of the abutting C-3 Commercial District from the Crestwood Commons property.

The motion carried unanimously.

**Within the context of the Hwy 100 corridor land use and zoning discussion in item 2, discussion continued and** Jim Hoerig indicated that a larger study of the Hwy 100 corridor should be conducted to determine if more properties should be rezoned to C-3 or C-4. Conformance review of the City's 2030 Land Use Plan being included.

As a related zoning and land use discussion matter, a motion was made by Wayne Clarke and seconded by Jim Lisinski to direct staff to conduct a land use and zoning study of the Hwy 100 corridor area. The Plan Commission would like to see an analysis of the recommended future land use, as adopted within the 2030 land use plan, as it relates to existing zoning and land use.

The motion carried unanimously.

**3. Site, Landscaping and Architectural Plan for exterior changes to Southtown Shopping Center for a Dollar Tree to be located within a portion of the existing multi-tenant commercial building located at 2964 S. 108 St., submitted by Dale Dobroth of SIDCOR Real Estate. (Tax Key No. 519-0339-020).**

Discussion ensued with questions being answered by staff.

Plan Commissioners asked why the approved 2011 landscaping plan wasn't fully implemented by now and furthermore wasn't willing to grant more time to come into compliance. Staff noted that the property owner has scheduled capital improvements to the property this coming November. Plan Commission reiterated its reluctance to give more time to the property and recommended the site improvements be tied to the future occupancy permit.

A motion was made by Wayne Clark to remove the November 27, 2015 requirement stipulation from condition 4 and seconded by Jim Lisinski to accept the staff recommendation.

**Recommendation:** Recommend approval of the Site, Landscaping and Architectural Plan for exterior changes to Southtown Shopping Center for a Dollar Tree to be located within a portion of the existing multi-tenant commercial building located at 2964 S. 108 St., subject to the following conditions:

(Item 1 is required to be satisfied prior to the issuance of occupancy permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Compliance with the approved landscape plans from April 17, 2011.

(Items 2 and 3 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

2. An estimated cost to repair the curbing on the site being submitted to the Department of Development for approval.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of curb repairs shall be executed by the applicant prior to the issuing of a building permit. The attached security form shall be submitted to and approved by the Building Inspections and Neighborhood Services Department, relative to the cost estimate as determined in Condition #2. Contact Steve Schaer at (414) 302-8466.
4. Repair of the curbs on site shall take place ~~by November 27, 2015.~~ Prior to occupancy permit being issued to Dollar Tree.

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

5. A detailed signage plan being submitted for permit review and approved by the Department of Development.
6. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

The motion carried unanimously.

**4A. Special Use Permit to establish a restaurant within a portion of Riviera Lanes, an existing bowling alley, located at 8600 W. Greenfield Ave. and Tax Key Nos. 442-0592-000 and 442-0590-000.**

**4B. Site, Landscaping and Architectural Plan to establish a restaurant within a portion of Riviera Lanes, an existing bowling alley, located at 8600 W. Greenfield Ave. and Tax Key Nos. 442-0592-000 and 442-0590-000, submitted by Paul Sherer/architect, of Think Drawer, LLC, on behalf of the property owner 8600 West Greenfield, LLC. (Tax Key Nos. 442-0591-000, 442-0592-000 and 442-0590-000)**

Items 4A and 4B were considered together.

Discussion ensued with questions being answered by staff.

Staff noted that the applicant was proposing a new wood or composite style of 6-ft high fence along the northwest property line between the subject bowling alley parking lot and an existing office building site to the west. Staff advised the Plan Commission that the staff recommendation includes a stipulation that the property owner should similarly install a matching fence and/or landscaping around the remainder of the perimeter of the site (north property lines and north east property lines) to adequately buffer/screen the abutting residential properties. Plan Commission agreed. Staff further noted that the

applicant has requested up to two years to install the recommended fence as their restaurant budget didn't account for this change. Plan Commission agreed.

Staff noted a preference that additional windows should be installed along the W. Greenfield Ave. frontage. Specifically, to extend the proposed restaurant window on the south façade further east. The extension of this window would require internal floor plan changes to the proposed ADA restroom. Staff's rationale for more windows was to mitigate blank expanses of brick and incorporate higher level of visibility into and from the new restaurant. Such visibility promotes safety and higher aesthetic value.

A motion was made to table, and seconded, but failed in a tie. Three in favor of tabling and three opposed.

A motion was made by Jean Wolfgang and seconded by Jim Hoerig to approve staff's recommendation, without the additional windows. The result of the vote was once again a tie.

Jean Wolfgang requested a five minute recess to confirm the tiebreak procedure, which was agreed to by all.

After recess, further discussion ensued and the Mayor broke the tie and voted in favor of the applicant's proposal with the modification to the staff recommendation to strike condition 1 (b) to extend the proposed restaurant window.

**Recommendation:** Recommend Common Council approval of the Special Use Permit to establish a restaurant within a portion of Riviera Lanes, an existing bowling alley, located at 8600 W. Greenfield Ave. and approval of a Site, Landscaping and Architectural Plan, submitted by Paul Sherer/architect, of Think Drawer, LLC, on behalf of the property owner 8600 West Greenfield, LLC. (Tax Key Nos. 442-0591-000, 442-0592-000 and 442-0590-000), subject to the following conditions:

(Items 1-4 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised site, landscaping and architectural plan being submitted to the Department of Development to show the following: (a) maintain existing window openings on the south elevation and open the other four previously brick infilled portions. Transparent windows are encouraged as it allows for more natural light within the building and transparency is also beneficial for the visibility of the business seen inside the windows, and visibility out to the sidewalk improves pedestrian safety and attraction; ~~(b) extend the proposed restaurant window on the south elevation;~~ (c) confirmation on plans of translucent vision glass being utilized; (d) a masonry window sill or brick ledge being incorporated under the new windows; (e) the new fence along the west side of the north parking lot should be protected within a poured curb island; (f) additional screening in the form of a new wood fence around the perimeter of the north parking area or coupled with a landscaping buffer around the same area (between abutting residential properties) to the north and east side of the parking lot; (g) hardwood mulch being utilized in landscape areas; (h) A landscaping key referenced to all landscape areas on plan and the species subject to the review and approval by the City Forester; (i) 2-3 bicycle racks (style and capacity being indicated). The location being noted on plan. Staff notes that they could be installed within City r.o.w. along W. Greenfield Ave.; (j) verify proper ADA parking availability on plan; (n) Any commercial vehicle attachments should be stored indoors. Contact Steven Schaer Manager of Planning and Zoning at (414) 302-8466 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval.

3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. The attached security form shall be submitted to and approved by the Building Inspections and Neighborhood Services Department, relative to the cost estimate as determined in Condition #2. Contact Steve Schaer at (414) 302-8466.

4. Common Council approval of the Special Use (scheduled for June 2, 2015).

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

5. A certified survey map being submitted to the Department of Development for Common Council approval to consolidate 3 lots of record to one property.
6. A detailed signage plan being submitted for permit review and approved by the Department of Development.
7. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

The motion carried 4 in favor and 3 opposed.

**5. Signage Plan appeal for a proposed Goodwill store to be located at 10909 W. Oklahoma Ave., submitted by Paula Mitchell of Benengaria Development on behalf of Goodwill Industries of SE WI, Inc. (Tax Key No. 523-9986-007)**

Discussion ensued with questions being answered by staff.

A motion was made by Wayne Clark and seconded by Jean Wolfgang to accept the staff recommendation.

**Recommendation:** Approval of the signage Plan appeal for a proposed Goodwill store to be located at 10909 W. Oklahoma Ave., submitted by Paula Mitchell of Benengaria Development on behalf of Goodwill Industries of SE WI, Inc. (Tax Key No. 523-9986-007) subject to the following conditions:

1. A revised signage plan being submitted to the Department of Development to show the following:  
(a) masonry sides or added design features being incorporated into the sides of the proposed monument sign; (b) staff is willing to accept a total of two freestanding ground mounted directional signs. Directional signs should not exceed 4-ft in height and also feature a masonry base per ordinance.

The motion carried unanimously.

**6. Signage Plan appeal for Ross Dress For Less for a proposed wall sign to be located at 6800 W. Greenfield Ave. (Tax Key No. 439-0001-008)**

Discussion ensued with questions being answered by staff.

Deborah Tomczyk stated the code allows the whole building to have signage, an alternate proposal would be to remove 2 signs and 230 sq. ft. but questioned if they'd get credit for setback from Greenfield Ave.

Jean Wolfgang asked staff to clarify signage allowance, and staff confirmed that signage is specific to the tenant space, not the whole building. No credit for setback is allowed.

Jim Hoerig commented that consistency is critical.

A motion was made by Wayne Clark and seconded by Jim Lisinski to accept the staff recommendation.

**Recommendation:** Recommend denial of the Signage Plan appeal for Ross Dress For Less for a proposed wall sign to be located at 6800 W. Greenfield Ave. (Tax Key No. 439-0001-008)

The motion carried unanimously.

**7. Signage plan appeal for Hampton Inn & Suites for proposed walls signs to be located at 8201 W. Greenfield Ave. (Tax Key No. 452-0710-000)**

Discussion ensued with questions being answered by staff.

Shaun Mueller suggested striking the condition to submit a less generic font, since a revised proposal has since been received.

A motion was made by Wayne Clark and seconded by Eric Torkelson to accept the revised staff recommendation.

**Recommendation:** Recommend approval of the Signage Plan appeal for Hampton Inn & Suites for proposed wall signs to be located at 8201 W. Greenfield Ave. (Tax Key No. 452-0710-000) ~~subject to a less generic font for the "State Fair Park Conference Center" sign.~~

The motion carried unanimously.

**8. Architectural Plans for modifications of the PNC Bank ATM and drive-thru located at 9330 W. Greenfield Ave., submitted by Mike Moennig, d/b/a Moore Construction Services, LLC. (Tax Key No. 443-0131-006)**

Discussion ensued with questions being answered by staff.

Wayne Clark moved for approval.

Eric Torkelson questioned if the portico is being removed or remaining.

Bart Griepentrog confirmed the portico will remain, it looks nice and it's tough to infill.

Jim Lisinski inquired if these items are recommendations or requirements, receiving confirmation from Bart Griepentrog that these are requirements.

The motion was seconded by Eric Torkelson to accept the staff recommendation.

**Recommendation:** Recommend approval of the Architectural Plans for modifications of the PNC Bank ATM and drive-thru located at 9330 W. Greenfield Ave., submitted by Mike Moennig, d/b/a Moore Construction Services, LLC. (Tax Key No. 443-0131-006), subject to the following conditions:

(Items 1-3 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by the Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised Site, Landscaping and Architectural Plan being submitted to the Department of Development to show the following: (a) color and material details of the proposed awning, including confirmation that signage does not exceed 25%; (b) alternative window treatments within the converted drive-thru windows; (c) expansion of perimeter landscaping to meet the sidewalk, including plantings and natural mulch; (d) removal of

wheel stops and/or the installation of curbing along the rear of perimeter landscaping; (e) the inclusion of end-cap landscape islands; and, (f) the addition of a bike rack. Contact Bart Griepentrog, Planner II, at (414) 302-8469 with any questions.

2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Steven Schaer, City Planner at 414-302-8466.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. The attached security form shall be submitted to and approved by the Building Inspection and Neighborhood Services Department, relative to the cost estimate as determined in Condition #2. Contact Steve Schaer, City Planner at 414-302-8466.

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

4. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.

The motion carried unanimously.

**9. Site and Landscaping Plans for parking lot improvements and a community garden for Antigua Latin Restaurant, located at 58\*\* W. Burnham St., submitted by Nicolas Ramos, d/b/a Antigua Latin Restaurant. (Tax Key No. 455-0050-001)**

This item was held, at the request of the applicant, until the June Plan Commission.

**10. Creative Signage Plan for the Drunk Uncle, an existing bar located at 1902 S. 68 St., submitted by Neal Steffek, d/b/a Drunk Uncle. (Tax Key No. 476-0001-000)**

Discussion ensued with questions being answered by staff.

Bart Griepentrog clarified the recommended area of the sign on the building would not cover doors or window areas, which could be made functional in the future.

A motion was made by Wayne Clark and seconded by Jim Lisinski to accept the staff recommendation.

**Recommendation:** Recommend approval of the Creative Signage Plan for the Drunk Uncle, an existing bar located at 1902 S. 68 St., submitted by Neal Steffek, d/b/a Drunk Uncle. (Tax Key No. 476-0001-000), subject to the following conditions: (a) details of sign placement not to cover door or window openings; (b) lighting details; and, (c) confirmation of plans for the existing (or any other) signage. Contact Bart Griepentrog, Planner II at (414) 302-8469 with any questions.

The motion carried unanimously.

**11. Ordinance to amend Sections 12.40 and 12.41 of the Revised Municipal Code relative to Resale stores.**

Discussion ensued with questions being answered by staff.

A motion was made by Jean Wolfgang and seconded by Jim Hoerig to accept the staff recommendation.

**Recommendation:** Recommend Common Council maintain the recently adopted Ordinance, which allowed Resale Stores as permitted uses, but that Zoning District Requirements relating to storefront

appearance and window displays be considered to help improve the quality and character of the businesses within the City's commercial districts

The motion carried unanimously.

There being no other business, a motion was made by Jean Wolfgang and seconded by Wayne Clark to adjourn.

The motion carried unanimously.

The Plan Commission meeting was adjourned at 7:25 p.m.